

1 ABSTRACT

2 The present invention makes it easy to collect, manage, and communicate with
3 consumers using e-mail and other forms of push-based messaging as the primary vehicle for
4 communication of marketing content. The software makes it simple to offer bounties or other
5 types of compensation to any participant interested in referring new users to into the system as
6 well as offer a multiple tier referral system so that those participants can refer others as well.
7 The present invention: makes it possible to track the entire path of a communication and all of
8 the actions inside of it for modeling and other analytical purposes; simplifies the process for
9 generating custom marketing communications in large capacity; simplifies the process of
10 enabling the selection, insertion and delivery of marketing communications inside of the main
11 communication layer and enables an administrator to easily administer all aspects of the software
12 from an intuitive web based interface.